

R. J. REYNOLDS

TOBACCO COMPANY

J. A. MORRIS
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June 22, 1995

TO: G. P. Mitchell F. E. Cook P. J. Gilotty
D. L. James F. V. Natale R. L. VanSickle
F. J. DeJong G. R. Deschenes G. M. Richardson
D. M. Comer E. A. Toulon C. A. Crouch
All RJR Representatives with Responsibility in Wawa Markets
(CID No. 0325-00-00) in Divisions 1226, 1230, 1324, 1326, 1327, 1332,
1334, 1528, 1530, 2922, 2926
Distribution through ROUs: 1210, 1310, 1510, 2910

SUBJECT: *July Country Music Tape Promotion*
Wawa Markets - CID No. 0325-00-00

Ladies and Gentlemen:

As information, all Wawa stores will be shipped three (3) skus of our upcoming Select July Country Music tape. RJR is authorized to place this promotion on the top of the 3-sided fixture in Wawas. In Wawas without the 3-sided unit, please present to store manager an alternative to properly implement this program.

Sincerely,

Jim

J. A. Morris

JAM:des

DM	T&D	REP
1224		
1225		
1226	<i>12</i>	<i>01</i>
1229		
1230	<i>12</i>	<i>9, 10, 11, 12, 13, 14, 15</i>
PTC	SAM	
ROM	PA	ES
RM	PC	MC
1240	1242	SAM

51855 1434